UEFA EURO 2020 – legacy opportunities
September 2019
Overview

- Sport England Strategy and Lower Socio-Economic Groups (LSEG) priority
- Insight - Small sided football and parks
- What does good look like?
- EURO 2020 Small Grants Programme
- Process / Timelines
SE Strategic Priorities

• Overall Target – 500,000
• Women’s Target – 250,000
• LSEG Target – 100,000
How do we identify the LSEG audience?

• Individuals or families who sometimes or often find that they are excluded from the activities / opportunities that the average person enjoys.

• This could be because of limiting circumstances such as:
  
  • The opportunities that exist
  • Education attainment
  • Levels of income or long-term unemployment
  • Location
What do LSEGs engage with when it comes to sport and exercise?

- Those in the LSEGs are less active in general, less likely to enjoy exercise/sport and therefore less motivated to take part

- Benefits to health are appreciated (physical and mental), but it is harder from them to prioritise fitness in their lives and they have limited opportunity to do so.

- In many cases, sport and exercise are intimidating and therefore alternate activities resonate more:
  - Individual activities (no one is there to watch, it is less competitive, easier to do in your own time)
  - Non traditional activities such as walking, dance

- Overall, exercise needs to be **social, fun** and **non competitive**

- Football ranks higher in terms of ‘top sports’ for Lower SEGs, yet participation still greater overall for higher SEG groups.

- There is likely more potential within the more casual small-sided game compared to 11 a side.

Source: 2CV Rapid Desk Review and 2CV Small sided football segmentation (Nat Rep, isolating D and E’s)
Defining the Small Sided Football market

“Core market” 1.6m people

Small-sided football market of 13.1m people

GENDER
71% male
29% female

AGE
16-24: 19%
25-34: 25%
35-44: 19%
45-54: 21%
55+: 16%

ABC1: 65%
DE: 35%

Small Sided Football is about the fun, social and fitness aspects

TIME TO SOCIALISE
“I like the pre-match Red Bull and the post-match pint”

FUN & ENJOYMENT
“You’re full of adrenalin and it feels great!”

HEALTH & FITNESS
“You’re essentially going for a run but it’s more fun”

LOVE OF FOOTBALL
“I just love playing”
Insight top lines - what will encourage more people to play Small Sided Football?

• **Barriers include** – lack of time, self conscious, bad weather, public safety

• Convenient location – must be close to home and opportunities to socialise

• Facilities – must be safe, well-lit and provide a welcoming/friendly environment

• Get the pitch basics right – a flat, clean surface with proper goals

• Activation at key times – critical for women

• Cost is a leading barrier – a large proportion want to play for free

• Formal settings and parks emerge as key environments
LSEGs more likely to **want** to play Small Sided Football in a local park.

Compared to the total audience, D/E’s are more likely to:
- **Want to play in the Afternoon**: 55% (D/E’s) vs. 45% (total)
- **Want to play for free**: 24% (D/E’s) vs. 19% (total)
- **Want to walk there**: 54% (D/E’s) vs. 46% (total)
- **Want to play informally**: 39% (D/E’s) vs. 33% (total)

Source: 2CV Small sided football segmentation (Isolating D and E’s. Based on ideal small sided football session they would like)
Local Parks

• Have the highest awareness / usage vs other Small Sided Football facilities

• Seen as affordable, fun and accessible (especially to wider audiences)
  • but lacking in the areas of quality facilities (including toilets) and playing surfaces

• Key priorities - to keep pitches clear and usable, especially in the summer months

• Other priorities to promote use of parks include enabling infrastructure e.g. signage / paths / nearby social offer

• Opportunity to use parks / green spaces as Small Sided Football hubs, with pop-up facilities (e.g. 5-a-side goals) to enable play
Parks Mapping

- Mapping tool can be used to identify areas that:
  - Are within the top 20% most deprived areas.
  - Have high concentrations of inactive people.
  - Have a high concentration of people in NS-SEC groups 6-8.
  - Where distance from a Park is less than a 10-minute walk.
  - Existing 3G facilities.
What does good look like?
To engage a LSEG audience specifically, there are key overarching planning principles:

**TARGET**
Target a specific local area and research needs and opportunities (e.g. spaces, partners, audiences, travel and viability)

**DESIGN**
Consider the type of audience you want to engage and develop an offer around their needs: e.g. audience segment, demographics and current/lapsed/potential players

**INCLUDE**
Work with the community rather than impose on them. Any intervention needs to be the result of community engagement with a true partnership approach. Work with a trusted delivery partner to ensure the ‘how’ it’s delivered is as important

**SUSTAIN**
Create a business plan for the long-term and embed a sustainable strategy upfront considering cost and ownership
LSEG interventions should follow these 11 design principles:

<table>
<thead>
<tr>
<th>Activate</th>
<th>Operate</th>
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<tbody>
<tr>
<td>Make it feel fun inclusive social sessions</td>
<td>Develop the right branding and marketing mix with relevant hooks</td>
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<td>Use relevant Session Leaders</td>
<td>Use relevant media channels they’re already using</td>
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<td>Identify partnerships within existing community networks</td>
<td>Ensure programming is run consistently</td>
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Sport England’s EURO 2020 Small Grants programme

- Revenue awards supporting Sport England’s Towards An Active Nation strategy
- Providing awards to help to sustain EURO 2020 legacy activities
- Open to not-for-profit organisations and for-profit organisations in limited circumstances.
- Awards from £300 to £10,000
- Projects can be up to three years in duration
- Sport England will not award more than £10,000 to the same organisation or project in 12 months from date of offer letter.
Sport England’s EURO 2020 Small Grants programme

- Applications - need to demonstrate that they have real potential to meet Sport England’s LSEG priorities.

- Sport England are looking to support those projects which have the best chance of making the biggest impact - not necessarily the best written applications.

- Sport England want to support projects that reflect the needs of the people taking part in the project.

- We are looking to support projects delivering new activity or projects that show a clear expansion on what you currently offer.
Looking for you to help us understand:

• Why your project is needed and there is evidence to support this need/demand.

• What impact your project will have and how you will measure its success.

• How your project will be delivered.

• How the benefits of your project will look to continue beyond the grant.
Case Study
The scoping of their EURO 2020 project identified (amongst other opportunities), demand for ongoing activities from female players who are new to the game. These players expressed a wish for a more informal, friendly introduction to the game delivered in an accessible, less traditional football environment (e.g. a park). The consultation highlighted the preference for the activity to be delivered:

- During the day
- Once a week for an hour
- Initially over a 12-week Spring/Summer period, but with the opportunity to extend the duration of the activity if it proved enjoyable
- At a location no more than 15 minutes from home
- Low cost.

Given the focus on seeking a fun, enjoyable experience, the consultation indicated the benefits of the sessions being delivered by an Activator rather than a coach. The aim of the County FA is to build on the events delivered as part of the EURO 2020 programme, with the activity starting in a park setting and then when lighting/weather becomes more of an issue the activity is re-located to an indoor space that the players feel comfortable in.
Those considering applying to the Small Grants Programme are first encouraged to consult their local community to understand the demand for recreational football sessions.
Sport England’s EURO 2020 Small Grants programme

Process
• All organisations applying for funding through this opportunity, linked to EURO 2020 legacy activity will need to name their submission: “EURO 2020 Legacy project”

Additionally
• Project delivery areas will need to be located in the top 20% most deprived parts of England.
• Sport England’s mapping tool can be used to determine these, a login for which will be provided in due course.
• Sport England will only consider one application linked to each EURO 2020 FA FIVES Round One event
Timelines

To help Sport England manage demand, applications for EURO 2020 Legacy funding can be submitted during the following windows:

Application Window 1
Open 29 November until 13 January 2020 (for projects starting before FA FIVES Round One)
Decision due 28 February 2020

Application Window 2
Open 15 January until 10 February 2020 (for projects starting after FA FIVES Round One)
Decision due 27 March 2020

Online application form
Applications for a Sport England EURO 2020 Legacy Small Grant can be submitted according to the below dates on the existing Sport England Small Grants portal.

Contact information
If you have any further questions please contact Sport England funding@sportengland.org please reference EURO 2020 Legacy project in the subject line
0345 850 8508

Other useful information and tools
Please go to [INSERT LINK] to access the following:
Small-sided Football Insights Report (May 2018)
Community Engagement Toolkit
Sport England Mapping Tool